

EXPERT SESSION QUIZ

Title: **How to Leverage Data to Optimize Marketing Automation**

Name: **Braydon Unsicker**

1. Marketing automation uses software to personalize experiences for an audience by sending it _____.
 - a. emails and text messages
 - b. display ads
 - c. relevant and timely content
 - d. social media content

2. According to Unsicker, at their core, CRM and email marketing are what type of marketing?
 - a. retention
 - b. inbound
 - c. direct
 - d. multi-level

3. Which of the following is an option for collecting data that has grown in popularity due to the instant gratification and conversational experience it provides?
 - a. survey
 - b. preference page
 - c. chatbot
 - d. overlay

4. Which of the following was NOT one of the listed data sources you can use in marketing automation programs?
 - a. ad engagement
 - b. purchase history
 - c. browsing behavior
 - d. unstructured data

5. True or False: Marketing operations include lead scoring and lead management.
 - a. true
 - b. false

6. Artificial intelligence and machine learning will have a huge impact on the _____ of automated campaigns.
 - a. reach and engagement
 - b. customer lifetime value
 - c. optimization and scalability
 - d. return on investment

7. What should Udemy have done to improve its email marketing efforts?
 - a. send more emails
 - b. utilize data
 - c. send fewer emails
 - d. follow a linear path

8. According to Unsicker, what type of automation can be used to entice shoppers to come back after abandoning their carts?
 - a. overlays
 - b. triggered emails
 - c. list segmentation
 - d. surveys

9. In the automation example involving Bombas, it used brand engagement data like users' browser behavior, email engagement, and purchase history to do what?
 - a. segment lists
 - b. win back customers
 - c. optimize the user journey
 - d. conduct machine learning

10. ESPs and other marketing tools will be able to learn how and when to communicate with prospects and customers in a more _____ way than ever before.
 - a. engaging
 - b. Intelligent
 - c. personalized
 - d. direct